

September 3, 1946

Cap 3  
INFORMATION CASE REPORT NO. 21  
Information Training Schools

Subject: District publicity schools for all county extension workers, conducted by members of the extension editor's staff.

Source: L. L. Longsdorf, Kansas Extension Editor, Harold Shankland, Assistant Kansas Extension Editor.

Purpose: To give county extension agents training in the use of publicity media.

Date: June 10-21, 1946.

Organization: Ten district publicity schools, to include all county workers, scheduled when the 1946 extension schedule was being made; host county agents make local arrangements; four letters and cards to agents from extension editors as school build-up.

Organization of Program: Major emphasis is given to one phase of information work each year, and less time is spent on other publicity media. In 1946, preparation of news stories and columns was emphasized. The morning period, from 10 to 12, was given to a press clinic, following which a local editor talked at a group luncheon on "How the County Agent Can Get More Effective Publicity" or "What the Editor Wants From the County Agent."

The day's program:

Tell and Sell--

10:00 Tools of Extension Information

10:15 A Press Clinic

The Five W's

Rating Your Copy

Sampling Others' Copy

Now You Write

12:00 Time To Eat--With the Local Editor as Guest Speaker

1:30 Visualizing Extension

2:30 Publications--They're Booming

3:15 Circular Letters--You'd Even Read Them

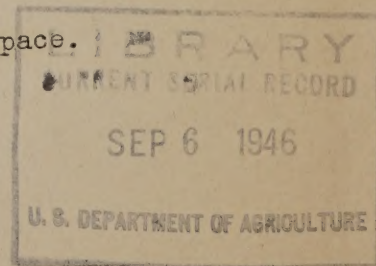
3:45 Radio--Every Family Has One

4:00 And --30--

--Told and Sold

Size of Group: Average 18

Seating Plan: At U-shaped tables with plenty of writing space.





**Press Clinic: Objectives--**

To get agents to use news-writing fundamentals and the five W's in preparation of their press material; to recognize need of getting early copy to editors, and to see value of close working relationships with editors.

**Teaching methods used--**

Blackboard, placards with agents' stories and columns, agents' material submitted for criticism, and mimeographed hand-outs, including column of county agent and home demonstration agent in which short, local items fairly well written are mixed with State office stories. Also included was copy of Extension Service bulletin sent monthly the last 14 years by Kansas agent in metropolitan center.

**Group Luncheon**

**with Editor: Objectives--**

To give agents first-hand and straight-from-the-shoulder information on what the editor wants from extension agents; to get agents and editors together, and to have editor become acquainted with agents. Editor was guest at luncheon of State staff members. (Each of 10 editors in 15-20 minute talk reemphasized points brought out in morning session, thus strengthening editor-agent relationship.)

**Visualizing  
Extension:**

**Objectives--**

To show agents motion picture, 2x2, and slide film projectors, 35-mm kodaks for color, other cameras for black and white pictures, and other equipment.

**Methods--**

Had best-informed person in State at four largest meetings to answer questions and demonstrate equipment (editor did it at other places), distributed mimeographed lists of motion picture films, slide sets, and film strips available through editor's office; handed out price lists of equipment and film from two firms, one with discount granted and one without discount.

**Publications: Objectives--**

To impress on agents, by giving them an idea of the work and cost entailed in getting out publications, the need for them to get as good distribution as possible in the counties; to obtain from agents type and size of publications preferred, and their publication distribution problems.

**Methods--**

Displays of various types, sizes of publications in black and white, color, and nonillustrated and illustrated; enlarged pictures of good display racks; cost figures of publications.



Circular  
Letters:

Objectives--

To give agents information about preparation of circular letters, including text, illustrations, appearance, etc.

Method--

Anna Jim Holman's film strip on how to write a circular letter, shown on screen, then discussion of strong and weak points to bring out what is included in a good circular letter; discussion of agent's letters.

Radio:

Objectives--

To get agents with radio facilities to use them; to give agents information about preparation of radio programs.

Method--

Distributed Radio Handbook for Extension Workers, by C. A. Bond and W. H. Zipf, and copies of 4-H Club radio programs prepared by extension editor's staff.

Agent

Reaction:

95 percent attendance; anxious for information.

Participation:

Round-table discussion method and informal type of presentation, with questions at any time. Agents, encouraged to bring up own problems, actively participated in entire day's program.

Effectiveness:

Increased number of carbon copies of press material of agents, numerous reports of new columns being started, and personal comments to extension editors indicate more activity in newspaper publicity; increased interest in visual aids shown by orders for equipment, particularly motion picture projectors (many would buy Kodak 35s and other cameras, if available); publications editor following up suggestions of agents as to size and type of publications.

Extension

Editor

Personnel:

Two--editor in charge of press releases to weekly newspapers and agents, and visual aids, and publications editor who also handled circular letter and radio discussions on program.



